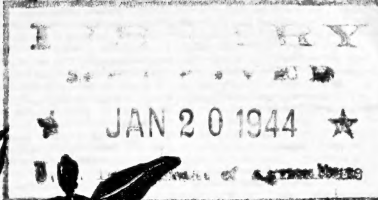


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AZALEAS

Fragrant Prelude to the Spring

No flowers more beautifully exemplify the Spirit of the Spring than the Azaleas. In Southern California we find three evergreen varieties that thrive and offer the ultimate in charm and color: the Kurumes, Indicas and Indica-Macranthas. All through the months of March, April and May they present an unforgettable pageant of bloom.

During the past few years, the Kurumes have been developed into one of the most diversified collections in all Azaleadom.

The gorgeous Indicas, with their large, spectacular blossoms and habit of intermittent bloom throughout the year, leave little to be desired.

Last, but not least, the Indica-Macranthas, or early summer flowering Azaleas, with their oriental habit of growth and sparkling flowers.

Many and varied are the uses to which Azaleas may be put: pick them freely for decoration throughout your rooms, use them for favors or wear them as corsages. Their lasting qualities are remarkable. Too, they display charming individuality as pot plants for the house or patio.

This little pamphlet introduces you to three of the "Best Families" of Azaleas. You will, I'm sure, wish to make the acquaintance of them all.

We have specialized in Azaleas for many years and now offer a unique selection of the finest varieties and latest introductions.

Come and enjoy our

AZALEA FESTIVAL

*Tens of thousands of exquisite blooms in
over 100 different shades and types.*

March and April

Free Admission

INDICAS

ALBERT AND ELIZABETH	<i>double</i>
CHRISTMAS STAR	<i>single</i>
ERNEST VON ECKOUT	<i>double</i>
HOLLANDIA	<i>double</i>
MEPHISTOPHELES	<i>double</i>
MME. MOREAU	<i>double</i>
NIOBE	<i>double</i>
PETRICK SUPERBA	<i>double</i>
PAUL SCHAME	<i>double</i>
PINK PEARL	<i>double</i>
PROFESSOR WOLTERS	<i>single</i>
SIMON MARDNER	<i>double</i>
TEMPERANCE	<i>semi-dble</i>
THE BRIDE	<i>double</i>
VERVAENEANA	<i>double</i>
VERVAENEANA ALBA	<i>double</i>
LOUIS VAN HOUTTE	<i>double</i>

and many others

KURUMES

BRIDESMAID	<i>double</i>
CHERRY POMPON	<i>single</i>
FLAMINGO	<i>single</i>
LAUGHING WATER	<i>single</i>
LILACS	<i>double</i>
MISS SIMPLICITY	<i>single</i>
MISTY	<i>single</i>
ROBIN REDBREAST	<i>single</i>
SEASHELL	<i>single</i>
SINGING FOUNTAIN	<i>single</i>
SURPRISE	<i>single</i>

and many others

INDICA-MACRANTHAS

FIESTA	<i>single</i>
FIRMAMENT	<i>single</i>
HOURI	<i>single</i>
INCENSE	<i>single</i>
WHITE JADE	<i>single</i>

and others

Coral pink and white
Deep lacquer red
Rich red; fringed
Brilliant, flaming red
Soft lavender
Shell-pink; fringed
Pure white
Rose-pink and white variegated
Very large coral
Large soft pink
Fluted rose and white with maroon throat
Brilliant cerise
Large mauve-orchid
Large silvery pink
Pink, white and maroon variegated
Snowy white form of the above
Large rose-carmine

Salmon-pink tufts
Cherry red
Brilliant coral
Very large white
Clusters of soft lilac
Salmon flesh tints
Large silvery orchid
Just the color of a robin's breast
Soft iridescent pink
Red appleblossom type
Glowing cerise

Large, bright red
White margined coral
Glowing orchid
Candy-pink and white
Large pure white



AZALEA CULTURE

Azaleas require an acid soil condition, and thrive best in pure peat. Do not add leaf-mold or soil. Dig a hole one-third wider than the container and a few inches deeper, to insure ample room for an expanding root system, and fill with peat that has been moistened. They must have good drainage. In the event of heavy or adobe soil, it is recommended that you dig a hole at least twice the depth of the container, and fill with stones or coarse gravel up to the level of the peat.

It is desirable to reset your Azaleas in fresh peat every two or three years; preferably just after the blooming season. Remove the broken down peat with a strong nozzle spray. This can be done easily without injury to the plant.

Top-dress lightly with an Azalea food, containing a cotton-seed meal base, three times after the blooming season. (May 30, July 15 and September 1) and cultivate to a depth of $\frac{1}{2}$ inch, so as not to disturb the surface roots. Use no other fertilizer.

Azaleas enjoy a semi-shady location, such as that afforded by spreading trees or the north side of a house. Keep them reasonably moist, but **avoid a boggy condition.**

A well chosen selection will give consistent bloom from January through May. During the remainder of the year they make most attractive evergreens. Azaleas are very hardy and came unscathed through the record breaking frost of 1937, without any special protection.

POTTED PLANTS

5" pans.....	40c-60c ea.
6" pans.....	65c-\$1.00 ea.
7" pans.....	90c-\$1.50 ea.
8" pans.....	\$1.25-\$2.50 ea.

according to size and variety

Larger Plants

In large pots.....\$2.25 and up

Large Specimen Plants

In tubs and boxes.....\$3.50 and up

New and Rare Varieties slightly higher

We are as close to you as your telephone:

SYcamore 4-1121

OPEN SUNDAYS—10 A.M. to 5:30 P.M.

COOLIDGE DARE PLANT GARDENS

889 North Foothill Boulevard
EAST PASADENA, CALIFORNIA

An Invitation

